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## Community Building and Communications Workgroup Meeting Notes

**TO:**  
CBC Workgroup

**FROM:**  
Jeff Padden

**SUBJECT:**  
Community Building and  
Communications Workgroup Meeting  
Notes, October 15, 2008

**DATE:**  
October 22, 2008

Public Policy Research,

Development,

and Evaluation

### *Items Relevant to Other Workgroups*

None.

### *Attendees*

Lynn Hedges, Chair  
Judy Crockett  
Lori Dalton (for Luann Dunsford)  
Beverley Ebersold  
Jerrie Lynn Gibbs  
Connie Hackney  
Mike Harris

Christine Sickie  
Erin Skene-Pratt  
Kathleen Swantek  
Nichole Waters  
Bill Reid (new member)  
Jeff Padden, PPA  
Joe Quick, PPA

Jeffrey D. Padden

President

### *Discussion Items*

#### **Introductions and Review of Agenda and Advance Materials**

Lynn Hedges welcomed work group members and facilitated introductions around the workgroup table. The agenda and other materials were quickly explained.

Lynn began the meeting by stressing that: (1) the Action Plan should be sure to reflect the Charter; and (2) the workgroup should be stressed, and members should think about making the workgroup relevant, pertinent, and a priority in their busy schedules.

#### **Review of the September 26, 2008 Meeting Summary**

Jeff Paden presented the Summary of the workgroup meeting of September 26, 2008. It was quickly reviewed and no changes were made.

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**Membership and Representation**

Jerrie Lynn Gibbs pointed out that the goal of the workgroup was to have a representative from each of The Campaign's eight regions and asked two questions: How can we find this representation? and Who do we still need?

It was discussed that, Bill Reid having filled representation of Region 1, only Regions 4 and 6 lack representation.

**Review and Finalization of the Revised Charter, Version 5**

With respect to the Charter, Lynn asked that the workgroup quickly read it over for any changes or omissions. Jeff asked that the workgroup look specifically at the verbiage in the sections on membership and strategic issues, as the workgroup spent the most time on these areas in its last meeting.

Mike Harris and Bill Reid need to be added to the Charter as members.

Beverley Ebersold posed the question of why the three strategies presented in the Welcome and Overview session preceding the workgroup breakout were not those reflected in the Charter. Jeff and Lynn explained that the PowerPoint slides used for Lynn's "workgroup missions and progress" update did not reflect the current, modified strategies of the Community Building and Communications Workgroup.

Erin Skene-Pratt commented that the Charter was very clear in its goals and helpful to those that missed the previous meeting.

Kathleen Swantek made the **motion** that the Charter be approved.

■ **Motion supported** by Judy Crockett.

- "Michigan Campaign to End Homelessness, Community Building and Communications Statewide Workgroup Charter, version 5," was **accepted** unanimously with no further changes.

**Review and Modification of the Action Plan First Draft**

Jeff Padden introduced the first draft version of the workgroup's Action Plan. Changes were made to the Action Plan as needed throughout the discussion, with members able to see changes on a projector screen.

Jeff stressed that the actions listed must add up to the strategy, and that enough actions be listed to add up to significant progress. He asserted the importance of having one person who is ultimately responsible for each task, regardless of whether a team works with them.

It was decided that "milestones" may be redundant with respect to timelines and short-, medium- and long-term outcomes, and that column should be removed for the purpose of this workgroup. Milestones were defined as "the completion of each sub-task."

Jeff reminded people to review the S.M.A.R.T. Outcomes worksheet to avoid listing outcomes that are too general or too ambitious.

Erin suggested that “actions” might need to be broken down into more specific tasks. Jeff suggested that sub-tasks be added to this column. Subtasks for Strategy #1 Actions 1.1 through Action 1.3 were added to the Action Plan. It was discussed that task leaders and their workgroups could add to these subtasks in the future.

A discussion took place with regard to the Action Plan’s reference to “supportive housing and other housing opportunities,” and what this defined. Matt Harris initiated a discussion regarding what was meant by this phrase. Beverley explained that it included a cost-effective model of housing/affordable housing and services for people in need; it is a broad and inclusive definition (which includes shelters). Connie Hackney reiterated that it included both resources and services.

With regard to **Action 1.1**, Kathy suggested that such an inventory of relevant organizations and communication networks could take months to compile and opened discussion of what organizations should be tapped into. Nichole Waters mentioned that United Way had an extensive list that could be used as a resource for this step. Bill Reid asserted that corporate contacts might provide assistance and expertise gained from sales experience in forming a formal communications plan. Jerrie Lynn expressed that the workgroup needed to know what structures of communication exist and that MSHDA has a current communication flow chart.

Beverley stressed the importance of a regional approach to identifying leaders and champions among federal, state, and local leaders. Lynn reminded the group that, while they all have individual external networks, these networks will inevitably overlap; this overlap should be avoided for the purpose of duplicate communication and consistency of the message. Judy and Erin contributed that messages that might be appropriate for one group, might not apply to others, and that the approach to each type of contact may be different.

Gravitating toward a survey, the workgroup discussed how questions might be phrased to leaders about their communication practices. Lori offered the following questions:

1. Does your organization communicate about supportive housing to the public?
2. How do they do so?
3. What are the messages?
4. How often does this communication take place?

Identifying key leaders at the tops of these supportive housing organizations was revisited by Jerrie Lynn and Jeff. Erin proposed looking at government, nonprofit, and business groups (added to the Action Plan as Action 1.1.1 as “public, nonprofit, and private”).

**Assigned to Action 1.1:** Erin Skene-Pratt (lead), Nichole Waters, Kathy Swantek, Beverley Ebersold, and Jerrie Lynn Gibbs.

Moving on to **Action 1.2**, Judy and Kathy suggested that the workgroup assigned to this task would essentially be further developing what the 1.1 group accomplished. Lynn addressed the need for a key organizer that is the point of contact to alert the coalition of activities and information, and that the work of this workgroup would be passed on to the Departmental Resource

Team (DRT), who would then make the decisions on implementation. She also discussed the importance of the role of public information officers in departments across the coalition in the implementation of a statewide campaign.

Jeff suggested that there ought to be regular announcements about new efforts in communities, the challenges of homelessness at the community level, and benchmark reports to the media. Bill included that it would be important for workgroup leaders to report progress to their chairs, and on up through the ranks.

Jerrie Lynn discussed the importance of having COC representatives at these workgroup meetings, and representation from the workgroups at the regional councils. Beverley and Kathy agreed that this would be helpful and suggested that, while it might not be possible for workgroup members to commit to joining the regional councils, they might attend meetings to report progress, and communicate with regional council representatives. Judy said that at the very least, info should be passed on to these regional council representatives.

**Assigned to Action 1.2:** Judy Crockett (lead), Connie Hackney, Bill Reid, Charlie Mahoney (not present), Gary Heidel (not present).

Action 1.3 was added as a separate task and subtasks were created.

**[See Action Plan v.2 for revisions made during this meeting.]**

With time running down, the Action Plan was tabled for further discussion at the next meeting.

### ***Tasks Completed***

None.

### ***Tasks Assigned***

- Action 1.1 Group (Erin, Nichole, Kathy, Beverley, and Jerrie Lynn): Tasks listed for this action to be completed by December 15, 2008 (60 days). The workgroup will then make recommendations, which Lynn will present to the DRT before implementation.
- Action 1.2 Group (Judy, Connie, Bill, Charlie, and Gary): Tasks listed for this group to be completed January 30, 2009.

### ***Next Meeting***

Monday, November 10, 2008, 10:00 a.m. to noon

### ***Meetings to Follow:***

Tuesday, December 2, 2008, 1:00 p.m. to 3:00 p.m.

Thursday, January 8, 2009, 10:00 a.m. to noon (meetings scheduled for the second Thursday of every month, 10:00 a.m. to noon).

### ***Session Evaluation and Closing***

Jeff asked people to be sure to fill out the feedback form handout and return them before leaving.